



TSRC Brand Guideline

Brand Identity Manual



Brand Identity Manual

Primary Logo

The main logo consists of a symbol based logo design. It represents the minimal design.



TSRC
HEALTH COLLECTIVE

Secondary Logo

This is an alternative version
of the logo. It is intended for use
on websites, social advertisements.



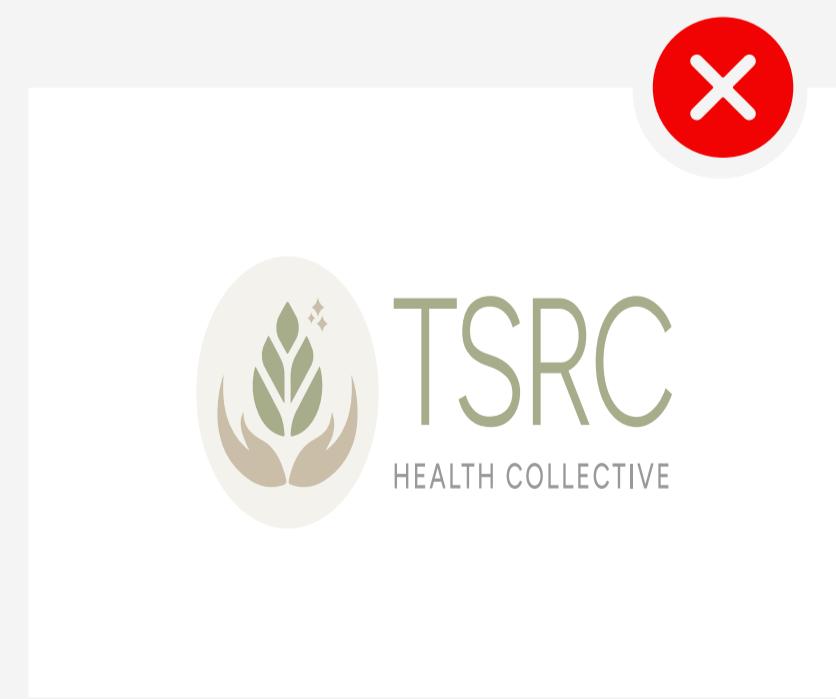
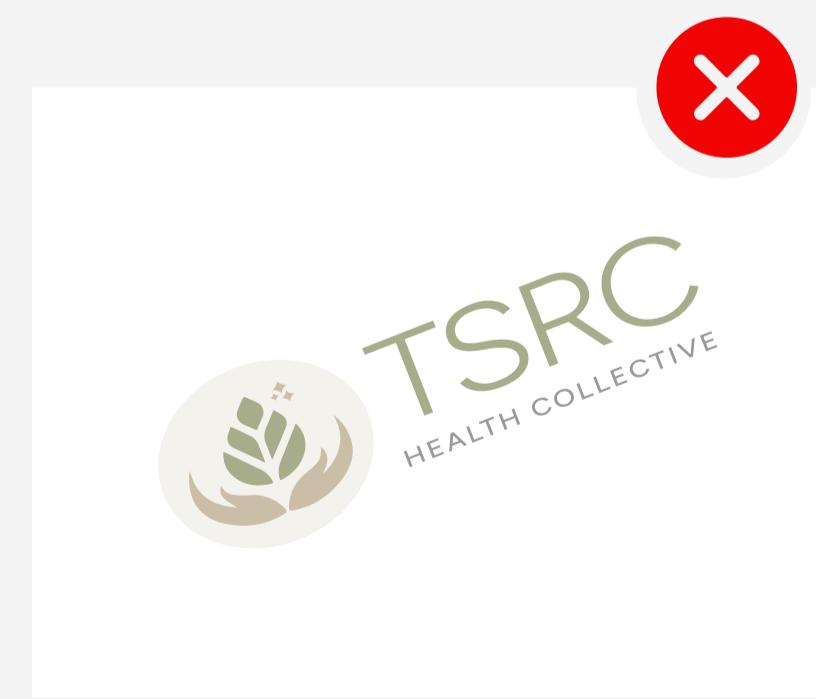
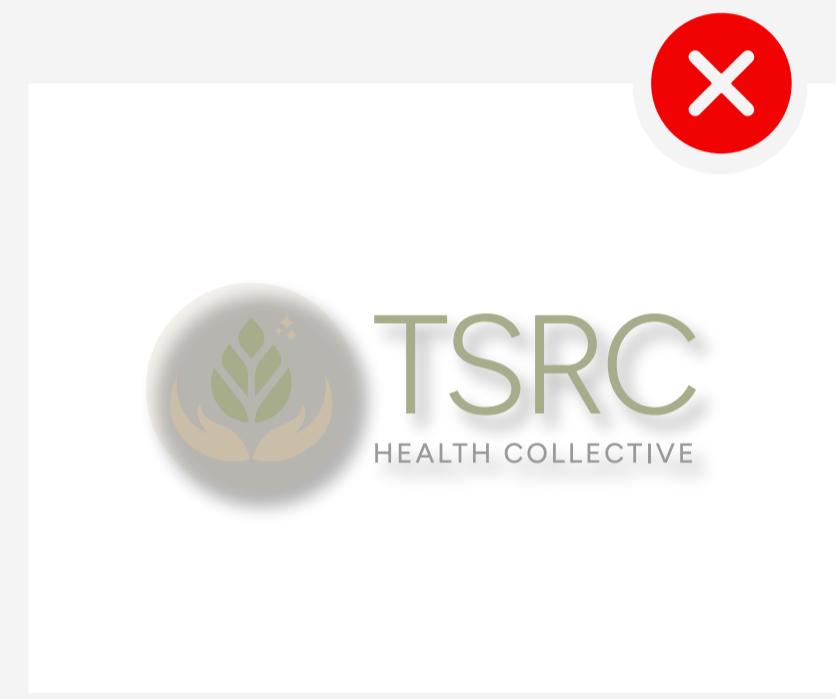
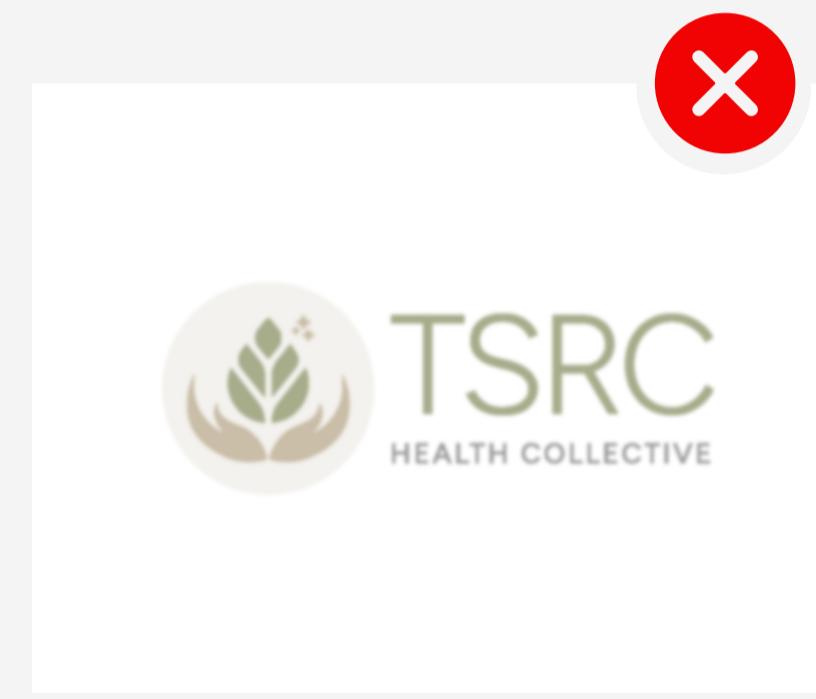
Clear Space

It defines the minimum distance between the logo and other graphic elements.



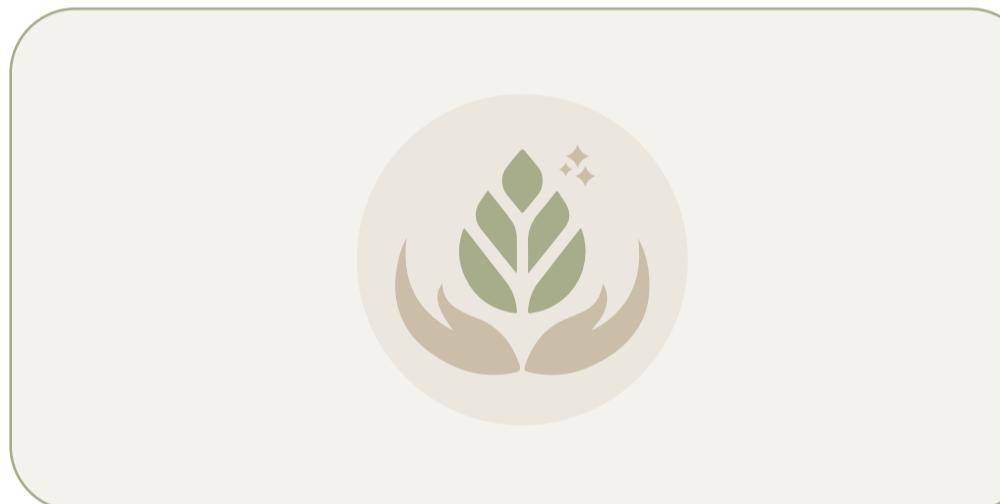
Incorrect Usage

These are incorrect usage of the logo design.



Logo on Background

Here is our logo on different backgrounds.



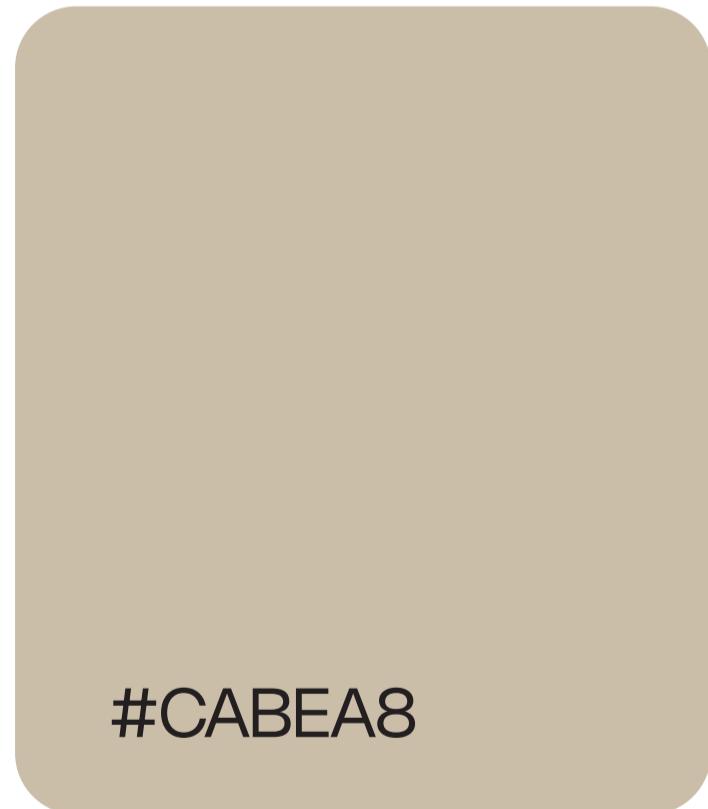
Color System

Color plays an important role in the business corporate identity program.

The colors below are recommendations for various media.



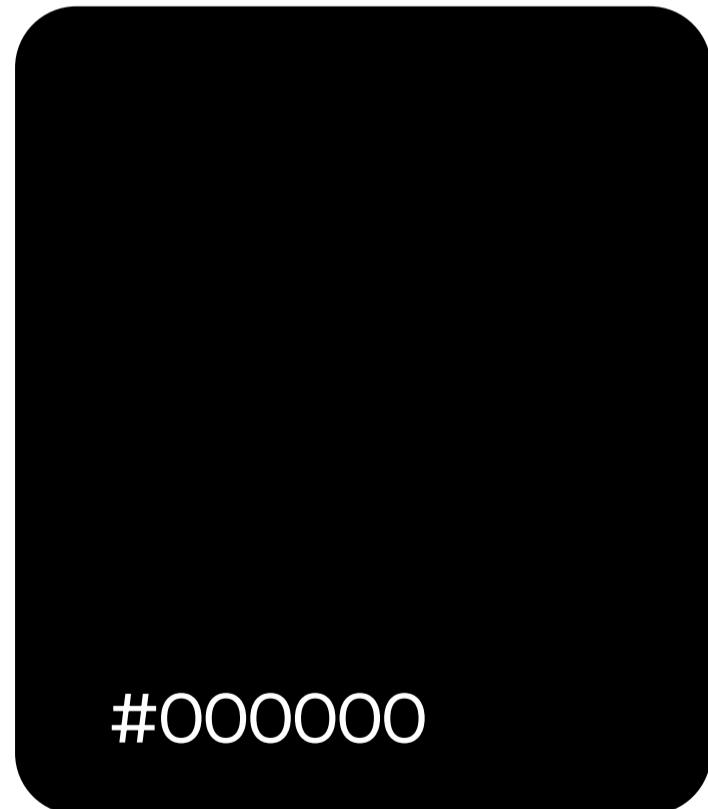
#A7AD8B



#CABEA8



#231F20



#000000

Typography

**Gontserrat
Medium**

Aa Bb Cc Dd Ee Ff Gg hh Ii Jj Kk LI Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
!@#\$%^&*()_+{}:?:></.,=-
1234567890

Aa Aa Aa
Aa Aa Aa

Logo Mockup

The logo is crafted with a modern and minimal approach to reflect professionalism, creativity, and strong brand value. Its clean shapes and balanced composition make it perfect for branding, digital media, and print applications while ensuring a unique and memorable identity.



Stationery Mockup

This stationery mockup demonstrates the brand's visual identity in a refined and professional presentation. It is created to show how the logo and branding elements work across various stationery materials, ensuring consistency, clarity, and a strong corporate presence in both print and professional environments.

